PROJECT NUMBER: 2306
PROJECT TITLE: Marlboro Standardization and International Support
PROJECT LEADER: Janet L. Spruill
PERIOD COVERED: June, 1988

I. MARLBORO STANDARDIZATION

A. **Objective**: Analytical and subjective evaluations of production Marlboro KS/LS.

B. **Status**: May 12 factory pick-up under evaluation.

C. **Plans**: Three factory pick-ups scheduled between June 30 and July 19, 1988.

II. DOMESTIC CIGARETTE DEVELOPMENT PANEL

A. **Objective**: To provide subjective direction for programs within R&D and manufacturing locations.

B. **Status**: Twenty-three panels completed during the reporting period as well as profiling of Doral, Doral Lights and Merit Menthol challenge samples.

C. **Plans**: Provide assistance as needed.

III. PROJECT NATURAL

A. **Objective**: To develop 85 mm full-flavored and lights prototypes using blend components and flavor systems which will provide a natural blended product.

B. **Status**: Three POL's have been made using flush CA filters. The POL's (4432, 4433, 4434) are targeted for 8-9 mg tar using the Virginia, Virginia/Oriental and Blended blends. Each will be tested against each other. Two full-flavored models using the Blended blend and natural flavoring components for the casings and aftercuts were completed and appear to be smoking well.

C. **Plans**: Complete analytical and subjective testing on POL models.

IV. FLAVOR RESOURCE DATA BANK

A. **Objective**: Creation, customization and maintenance of flavor resource and data files for use by Flavor Development Division.

B. **Status**: Training of new individual continues. Thirty-eight vendor samples were evaluated subjectively during the reporting period.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmfm0000

C. **Plans**: Division updated with information.

V. INTERNATIONAL SUPPORT

International Brands Smoking Panel

A. **Objective**: Subjective evaluations (rod aroma and smoking characteristics) of cigarette brands in the international market.

B. **Status**: Ten panels completed as well as evaluations of Salem and Salem Lights from the United States, Malaysia, Singapore, Hong Kong and Taiwan. 80 mm and 85 mm Mild 7 samples were profiled along with Capri Regular and Menthol from the United States and Malaysia.

C. **Plans**: Provide assistance as needed.

PROJECT LIGHT/ULTRA

A. **Objective**: Develop cigarette models at 4, 6 and 8 mg with a new blend and flavor system.

B. **Status**: Models for Danchi testing completed. Control samples use P.M. Super Lights filler constructed to produce a 7 mg and 5 mg tar. Test models are using Target blend, two different total blend casings and two aftercut systems with one being at 7 mg tar and the other at 5 mg tar.

C. **Plans**: Complete C.I. and subjective evaluations for release to Danchi Panel.

PROJECT SWEET

A. **Objective**: Development of a distinctively sweet cigarette for the Japanese market.

B. **Status**: Sweet flavors supplied for Project Sugar under evaluation.

C. **Plans**: Flavor development will continue.

PROJECT MOUNT ULTRA-JAPAN

A. **Objective**: Explore the use of new blends, new flavor systems and different construction styles. Cigarettes will be in the low and ultra-low category for the Japanese market.

B. **Status**: Three cigarette models have been made. Control model used PMSL filler and two test models used fillers from previous Mount Ultra series. Construction used will produce models in the 3-4 mg tar range in combination with a special cigarette wrapper.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmfm0000

C. **Plans**: Complete CI and subjective evaluations.

PROJECT AVALON

A. **Objective**: Development of casing and aftercut systems for a regular and mentholated product for the Asian market.

B. **Status**: Models have been made using blend designed for the program. A total blend casing was used. Fourteen models were produced (ten regular and four menthol aftercuts). Three additional cased and uncased models will be made for further development work.

C. **Plans**: Subjective evaluations of models made and continue the development of casings and aftercuts for the program.

NEW PRODUCT IDEAS

A. **Objective**: Develop cigarette flavors to meet demands of concept ideas for different markets.

B. **Status**: Three models were made for Project Incense, two models for Project Coffee and nine models for Project Sugar.

C. **Plans**: Evaluation of models made and development of additional casings and aftercuts.

GLOSS

A. **Objective**: Develop a cigarette, for the Japanese market, using specially treated cigarette papers.

B. **Status**: Six cigarette models were made in Semi-works. Three different fillers were used:

- L & M Milds
- "Mount" with experimental total blend casing with "Mount" aftercut
- "Mount" with experimental total blend casing without aftercut, for further flavor work.

Two different cigarette papers were used for construction with each filler.

C. **Plans**: Complete C.I. testing and subjective evaluations for possible Danchi testing.

PROJECT STARSHIP II

A. **Objective**: Produce a 12 mg cigarette for the Japanese market.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmfm0000

B. **Status**: Four models were fabricated in Semi-works. A "control" was made using L & M Milds filler. The other models used three different fillers and flavor systems designed for use in Project Famous.

C. **Plans**: Complete C.I. and subjective evaluations for possible Danchi testing.

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Source: https://www.industrydocuments.ucsf.edu/docs/zmfm0000